PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Ina Broeman **DATE:** July 11, 1997

FROM: Jose Fontanez

SUBJECT: RED/YELLOW/GREEN

RED

Marlboro Music

The Marlboro Music Military Tour commences this weekend (7/11-13) in Jacksonville, NC, and will continue through 8/8-10. The additional markets are El Paso, TX, Tacoma, WA, Colorado Springs, CO and Hawaii. All military contract agreements are fully executed and insurance policies have been provided to each base. Marlboro Music will present a total of 16 concerts within 5 weeks. On-site activities will consist of name generation and bar nights. A market check will be conducted in El Paso, TX, to measure the two-pack lighter offer, results and compliance.

Marlboro Community Event Marketing

The total sponsorship calendar of 72 events is completed for 1997. All contract agreements have been submitted to Legal for review and approval before preparation in final form. We continue to exceed last year's name generation totals by 5%. New names provided to the data base is still yielding a 60% return.

Marlboro Country Nights Showdown

The first meeting with Country Club Enterprizes proved to be constructive. The meeting covered program time frames, bar selections and the Brand group selected their key markets to present our regional and national finals.

Bids have been mailed to talent promoters and are due back on July 15th.

Brand has worked with Leo Burnett to produce a new look for our posters and t-shirts. Purchasing is aware of the new look and we should have final artwork within two weeks.

Marlboro Van Program

The Van Program is at its mid-point. We are still operating with a full staff. All 300 vans are visiting retail outlets as scheduled. A mid-summer meeting will be held July 20-23 in Las Vegas. The topics to be discussed are as follows:

- Inventory and out-of-stocks
- Retail contact
- Names generated to date
- Computer help desk
- Mile redemption program
- Computer update and questions
- Human resources issues
- Program enhancements

Ginny Murphy, Amarind and Greg Tarring have provided each of the NYC Marlboro van with "PM USA, 120 Park Avenue" decal to be adhered to both sides of the van in order to comply with NYC ordinances.

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Source: https://www.industrydocuments.ucsf.edu/docs/qtgn0004

YELLOW

Marlboro Music

Contract agreements for the remaining state fair and Hispanic concerts have been submitted to Legal for approval and final draft. The integration of unlimited artists have been finalized and well received by state fair promoters. The state fair music dates run from August through October 97. On-site activities will consist of name generation and pack sales. The markets are California, Oklahoma, Dallas, South Carolina, Kentucky and Virginia.

Marlboro Country Nights Showdown

Purchasing has been given direction as to the item and quantities needed for this year's program. All printed materials are in production and will be delivered prior to program start date.

Country Club Enterprizes will start hiring event staffing to work each bar participating in selecting dance competitors for this year.

Site visits have proven to be very beneficial. We have found each van person to be executing the program in the same fashion.

Marlboro Van Program

Consumer complaints and visits by anti's have been down to a minimum and our Consumer Affairs group have done a great job in handling these consumer calls. With only a few exceptions, Field Marketing personnel has been adhering to the procedures set forth (i.e., all media related issues must be received by Tara Carraro within 30 minutes).

GREEN

Marlboro Music

The minority ROP schedule has been completed and we will be running full page Marlboro music ads two weeks prior to each concert date.

Marlboro Community Event Marketing

Balance of new materials for pack sale activities have been received. The flashlight key ring continues to be the most popular incentive item. With the addition of the windbreakers and large duffle bags, sales will improve as we enter the state fair dates.

Marlboro Country Nights Showdown

Legal has reviewed all dance promotional materials and has given us their approval to reproduce.

Marlboro Van Program

As we continue to work throughout the summer months, we will run into some shortage of incentive items, especially the cooler bags (a five-pack incentive item). We are prepared to switch around these items in order to complete this year's program. We are also looking to obtain additional (substitute) items from Brand including existing cooler bags and gear bags.

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Source: https://www.industrydocuments.ucsf.edu/docs/qtgn0004